

Kentucky Occupational Skill Standards List

2004 Marketing

AA		UNDERSTAND AND UTILIZE INFORMATION TECHNOLOGY TOOLS TO MANAGE AND PERFORM WORK RESPONSIBILITIES
AA	001	Demonstrate basic word-processing skills
AA	002	Demonstrate basic presentation software skills
AA	003	Demonstrate basic database skills
AA	004	Demonstrate basic spreadsheet skills
AA	005	Demonstrate the use of the Internet as a research tool
AB		APPLY CONCEPTS AND STRATEGIES NEEDED TO INTERACT EFFECTIVELY WITH OTHERS
AB	002	Use proper grammar and vocabulary in oral and written communications
AB	003	Explain the nature of effective verbal/nonverbal communications
AB	004	Understand the importance of persuading others
AB	005	Make oral presentations in a business setting
AB	009	Write inquiries (e.g., business letters, memos)
AB	011	Prepare written reports such as proposals, promotional plans or business plans
AB	012	Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones)
AC		UNDERSTAND THE ECONOMIC PRINCIPLES AND CONCEPTS FUNDAMENTAL TO MARKETING
AC	001	Distinguish between economic goods and services
AC	002	Explain the concept of economic resources (e.g., land, labor, capital, and entrepreneurship)
AC	003	Describe the concepts of economics and economic activities
AC	004	Determine forms of economic utility (e.g., time, place, possession) created by marketing activities
AC	005	Explain the principals of supply and demand
AC	006	Describe the concept of price
AC	007	Explain the types of economic systems (e.g., capitalism, socialism, communism)
AC	008	Determine the role (e.g., regulator, provider of services, competitor, and supporter) of government in business
AC	009	Explain the concept of private enterprise
AC	010	Identify factors (e.g., economics, human, nature) effecting a business's profit
AC	011	Determine factors affecting business risk
AC	012	Explain the concept of competition
AC	013	Explain the concept of productivity
AC	017	Explain measures used to analyze economic conditions (e.g., gross domestic product, inflation, employment rate)
AD		APPLY CONCEPTS AND STRATEGIES NEEDED FOR CAREER EXPLORATION, DEVELOPMENT, AND GROWTH
AD	001	Complete a job application
AD	002	Demonstrate interview skills
AD	003	Write a follow-up letter after job interviews
AD	004	Write a letter of application and/or cover letter
AD	005	Prepare an employment portfolio including resume, letters of reference, and examples of work
AE		APPLY MATH SKILLS NEEDED IN A BUSINESS ENVIRONMENT
AE	001	Utilize mathematic skills to solve business calculations (e.g., mark-up, markdown, discounts)
AE	002	Demonstrate math skills used in sales transactions (e.g., sales tax, extensions, exchanges)

Kentucky Occupational Skill Standards List

2004 Marketing

EA		UNDERSTAND THE TECHNIQUES, STRATEGIES, AND SYSTEMS USED TO FOSTER SELF-UNDERSTANDING AND ENHANCE RELATIONSHIPS WITH OTHERS
EA	001	Apply effective listening skills
EA	002	Address people properly
EA	003	Follow directions
EA	004	Respect the privacy of others
EA	005	Demonstrate ethical work habits
EA	006	Treat others fairly at work
EA	007	Develop cultural sensitivity
EA	008	Foster positive working relationships
EA	009	Implement team working techniques to accomplish goals
EA	010	Show empathy for others
EA	011	Use appropriate assertiveness
EA	012	Demonstrate critical thinking and problem-solving skills
EB		APPLY CONCEPTS, TOOLS AND STRATEGIES USED TO EXPLORE, OBTAIN AND DEVELOP A MARKETING CAREER
EB	001	Identify desirable personality traits important to business
EB	002	Demonstrate appropriate workplace appearance
EB	003	Demonstrate a positive attitude
EB	004	Demonstrate interest and enthusiasm
EB	005	Demonstrate responsible behavior
EB	006	Demonstrate honesty and integrity
EB	007	Identify techniques for eliminating biases and stereotypes
EB	008	Demonstrate individual work habits (e.g., respect, confidentiality, punctuality)
EB	009	Follow workplace policy/ guidelines
EB	010	Demonstrate initiative regarding job responsibilities
EB	011	Demonstrate self-control
EB	012	Demonstrate appropriate creativity
EB	013	Identify personal interests and skills for success in marketing and business
EB	014	Explain the concept of self-esteem
EB	015	Use feedback (e.g., constructive criticism, evaluations) for personal growth
EB	016	Adjust to change in the workplace
EB	017	Demonstrate appropriate decision making skills
EB	018	Utilize goal setting techniques
EB	019	Describe appropriate time management techniques and their application in the workplace
EB	020	Analyze employer expectations in the business environment
EB	021	Identify the rights of workers (e.g., child labor laws, equal opportunity law)
EB	022	Identify sources of career information
EB	023	Identify occupational interests as it relates to an individual's values, aptitude and abilities
EB	024	Identify employment opportunities in marketing
EB	025	Utilize job search strategies
EB	026	Explain the need for ongoing education as an employee
EB	027	Describe techniques for obtaining work experience (e.g., volunteer activities, internships, co-op)
EB	028	Explain possible advancement opportunities in the workplace
EB	029	Identify skills needed to enhance career advancement

Kentucky Occupational Skill Standards List

2004 Marketing

EB	030	Utilize resources that contribute to professional development (e.g., trade journals/periodicals, professional trade organizations, classes/seminars, trade shows, mentors)
EB	031	Use networking techniques to identify employment opportunities
OA		UNDERSTAND BUSINESS, MANAGEMENT, AND ENTREPRENEURIAL CONCEPTS THAT AFFECT BUSINESS DECISION MAKING
OA	001	Explain the social responsibility (e.g., environmental issues, ethical decisions, community involvement) of business in society
OA	002	Describe types of business activities (e.g., market research, financial analysis, marketing, human resources)
OA	004	Explain the seven marketing functions (e.g., distribution, pricing, selling, promotion)
OA	005	Explain the process of purchasing (e.g., information gathering, open-to-buy, selecting suppliers)
OA	006	Compare and contrast types of buying methods (e.g. resident buying, centralized buying, decentralized buying)
OA	011	Calculate net sales
OA	015	Explain the role of management(e.g., planning, organizing, controlling) in business
OA	016	Explain the use of various business records (i.e., income statement, balance sheet, sales records, employment records)
OA	019	Analyze the types of business ownership (e.g., sole proprietorship, partnership, corporation)
OA	020	Analyze the effect business trends have on decision making
OA	021	Identify ways that technology impacts business
OA	024	Analyze the types of business risk (e.g. economic, human, natural)
OA	025	Explain ways to handle business risk (i.e., risk prevention & control, risk transfer, risk retention, risk avoidance)
OA	031	Identify new employee orientation procedures
OB		UTILIZE CONCEPTS, STRATEGIES, AND SYSTEMS NEEDED TO INTERACT EFFECTIVELY WITH OTHERS
OB	002	Determine appropriate telephone etiquette in business situations
OB	003	Explain the importance of staff communication
OB	004	Explain the use of inter-departmental/company communications
OB	005	Explain the significance of positive customer/client relations
OB	006	Demonstrate a customer-service mindset as it relates to marketing activities (e.g., distribution, sales, management)
OB	007	Apply appropriate methods of handling customer inquiries
OB	008	Describe how to handle situations involving difficult customers
OB	009	Interpret business policies to customers/clients
OB	010	Describe how to handle customer/client complaints
OB	011	Apply appropriate techniques in handling situations when the customer is at fault
OC		UNDERSTAND THE CONCEPTS AND PROCESSES NEEDED TO MOVE, STORE, LOCATE, AND/OR TRANSFER OWNERSHIP OF GOODS AND SERVICES
OC	001	Differentiate between direct and indirect channels of distribution
OC	002	Identify the channels of distribution members (e.g., manufacturer, wholesaler, retailer)
OC	003	Identify the levels of distribution intensity (e.g., exclusive, selective, intensive)
OC	007	Identify, prepare, and explain the use of invoices
OC	009	Explain the receiving process (e.g., receiving, checking, marking)
OC	010	Explain the transportation systems and services (e.g., motor, rail, water, air) used in distribution
OC	011	Explain storing considerations (e.g., cold storage, commodity, bulk)
OC	012	Explain the type of warehousing (e.g., distribution centers, public, private)

Kentucky Occupational Skill Standards List

2004 Marketing

OD		UNDERSTAND THE FINANCIAL CONCEPTS USED IN MAKING BUSINESS DECISIONS
OD	001	Describe the role of financing in marketing activities (e.g., obtaining capital and offering customers credit options)
OE		UNDERSTAND THE CONCEPTS, SYSTEMS, AND TOOLS USED TO GATHER, ACCESS, SYNTHESIZE, EVALUATE, AND DISSEMINATE INFORMATION FOR USE IN MAKING BUSINESS DECISIONS
OE	001	Describe how marketing information is used in business decisions
OE	019	Identify ways to obtain market data for market research (e.g., surveys, interviews, observations)
OE	020	Explain the concept of target markets and market segmentation (e.g., demographics, psychographics, geographic)
OF		UNDERSTAND CONCEPTS AND STRATEGIES UTILIZED IN DETERMINING AND ADJUSTING PRICES TO MAXIMIZE RETURN AND MEET CUSTOMERS' PERCEPTIONS OF VALUE
OF	005	Explain factors (e.g., cost, competition, economic factors) affecting pricing decisions
OG		UNDERSTAND THE CONCEPTS AND PROCESSES NEEDED TO OBTAIN, DEVELOP, MAINTAIN, AND IMPROVE A PRODUCT OR SERVICE MIX IN RESPONSE TO MARKET OPPORTUNITIES
OG	006	Compare and contrast warranties and guarantees
OG	007	Identify consumer protection agencies (e.g., FTC, Better Business Bureau, Consumer Product Safety Commission) and explain their services
OG	008	Explain the concept of product mix
OG	011	Describe factors (e.g., features/benefits, price/quality, competition) used by marketers to position product/business
OG	012	Explain the concept of branding
OH		UNDERSTAND THE CONCEPTS AND STRATEGIES NEEDED TO COMMUNICATE INFORMATION ABOUT PRODUCTS, SERVICES, IMAGES, AND/OR IDEAS TO ACHIEVE A DESIRED OUTCOME
OH	002	Explain the role of promotion as a marketing function
OH	003	Identify the advantages and disadvantages of each type of advertising
OH	004	Identify the elements of the promotional mix (i.e., advertising, publicity, sales promotion, personal selling)
OH	008	Explain the types of advertising (e.g. radio, television, direct mail, outdoor, newspaper)
OH	009	Explain components of advertisements (e.g., headline, copy, illustration, price, signature, logo)
OI		UNDERSTAND THE CONCEPTS AND ACTIONS NEEDED TO DETERMINE CLIENT NEEDS AND WANTS AND RESPOND THROUGH PLANNED, PERSONALIZED COMMUNICATION THAT INFLUENCES PURCHASE DECISIONS AND ENHANCES FUTURE BUSINESS OPPORTUNITIES
OI	002	Explain the role of customer service as a component of selling relationships
OI	005	Explain business ethics in selling
OI	008	Acquire product information (e.g., labels, manufacturer, product manuals) for use in selling
OI	009	Analyze product information to identify product features and benefits
OI	010	Explain the steps of the selling process(e.g., approach, determine needs & wants, present product)
OI	011	Prepare for the sales presentation
OI	012	Establish relationship with client/customer
OI	014	Determine customer/client needs and wants
OI	015	Identify customer buying motives for use in selling
OI	020	Identify effective product presentation techniques (e.g., display &handling, demonstrating sales aids)
OI	022	Explain techniques used to convert customer/client objections into selling points
OI	023	Identify effective methods used in closing a sale

Kentucky Occupational Skill Standards List

2004 Marketing

OI	024	Explain the benefits of suggestion selling
OI	029	Identify the procedures of departure (e.g., receipt, reassurance, thank you) and follow up (phone calls, thank you notes, and email) in the selling process